

# TALHA SHAHID

Riverside, CA

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## PRODUCT MANAGEMENT EXPERIENCE

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### Amazon Web Services

*Sr. Product Manager Tech Intern, WWRO Team*

Sunnyvale, California

06/2022-09/2022

- **Reduced tech debt and enabled 10 times faster feature builds** on Salesforce by leading development of a metadata management dashboard for AWS Worldwide Revenue Ops
- Conducted **30 customer interviews** to identify important pain points around existing **tech-debt and CRM metadata navigation**, prioritizing new features for the product roadmap
- Facilitated agile ceremonies including daily stand-ups and maintained consensus between product, testing and development partners, **increasing productivity by 11% on JIRA tickets**
- Implemented an iterative feedback loop system for the minimum viable product (MVP) with user persona mapping using Figma resulting in a **30% increase in customer satisfaction**
- Created high-fidelity prototypes for a series of animated tutorial videos, boosting user awareness by 25%
- Developed DAU/MAU KPIs for the acquisition and adoption rates of new users, **projecting a 25% increase** in active users within six months
- Defined and evangelized product vision for the team, communicating with key partners to gain alignment.



### National Science Foundation Innovation Corps

Riverside, California

*Product Manager Intern*

01/2022-03/2022

- Identified target customer segment and stakeholders and gathered their pain points around Eurorack music synthesizers systems for Novel Music by conducting **50+ interviews**
- Developed hypothesis and structured the value proposition of the product that offered powerful integrations for different musical ecosystems, contributing to a **projected 90% user adoption rate post-launch**
- Conducted market research and provided insights on competitor pricing strategies, suggested quasi-partnership which contributed to a **projected revenue increase of \$5M** for next year



### Vodafone Intelligent Solutions (VOIS)

Pune, India

*Product Manager*

08/2020-08/2021

- Implemented agile methodology to streamline ETL workflows and **decrease work hours by 10%** for all data warehousing related business interfaces, resulting in increased efficiency and customer satisfaction.
- Utilized expertise in SQL query writing and optimization to reduce data analysis time by 15%, resulting in faster resolution of customer needs.
- Collaborated with cross-functional teams to identify process improvement opportunities, leading to a **reduction in error rates by 20%** and a more streamlined product development lifecycle.

### Amdocs Inc

Pune, India

*Product Manager*

12/2017-08/2020

- Launched a product THIGGLE - that automated patching in production using Python, Ansible, and Shell Script, resulting in a **50% reduction in work hours** and a 35% decrease in maintenance downtime
- Steered product lifecycle from product strategy to tactical execution, including ideation, prototyping, development of demos, and building prototypes (MVPs)
- Conducted extensive market research and customer discovery, including initial UX explorations with A/B testing and customer feedback, resulting in a **25% increase in user engagement and a 15% increase in conversion rates**
- Drove product adoption through effective communication with stakeholders, resulting in a **30% increase in customer acquisition in 3 years**
- Developed comprehensive use cases and wireframes to guide for database administrators, resulting in a 40% increase in their proficiency in using the tool for patching activities

*Project Lead*

12/2016-12/2017

- Championed a project consolidating Amdocs's Billing and Usage products, migrating from legacy systems to the cloud, **saving the client approximately \$1.2M in licensing costs**
- Pioneered a complex migration project of Amdocs products by leading multiple teams and **saving approximately \$325,000** in extended service support costs

### Senior Database Administrator

12/2015-12/2016

- Spearheaded the end-to-end execution of Oracle PSU patching activity while preparing patches, scripts, and readme files **minimizing human errors by 60%**
- **Led product development of a DevOps-based database monitoring tool**, resulting in a 27% improvement in timely problem-solving and effective historical analysis.

### Infosys Ltd

Pune, India

#### Database Administrator

07/2013-12/2015

- Collaborated effectively with cross-functional teams to design, configure, and maintain critical database systems, resulting in timely problem resolution and a **48% increase in customer satisfaction index (CSI)**.
- Developed comprehensive catalogue reports and implemented innovative ideas to optimize day-to-day activities and reduce processing time of tickets, resulting in enhanced customer experience and improved operational efficiency.

## OTHER INITIATIVES

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### Product Club - UCR

Riverside, California

#### Founder & President

09/2022-06/2023

- Launched a club for graduate students seeking a career in product management, addressing their need for additional resources and knowledge through customer discovery and the creation of a comprehensive PM skills roadmap, resulting in increased opportunities for members to learn and implement PM skills.
- Conducted 10 workshops and 3 guest speaker events, to increase member engagement and provide valuable learning opportunities.
- Recruited 6 board members and coordinated their efforts and delegated tasks to ensure that the club ran smoothly
- Oversaw designing the posts and social media marketing resulting in increased awareness and having 25 students as active members.
- Mentored new leadership with handover documents and knowledge transfer for the next academic year

### Student Advisory Council, AGSM Career Development Center

Riverside, California

#### Co-Chair

04/2022-06/2023

- Supported graduate students in professional development activities facilitated by the Career Development Center
- Promoted and increased student attendance for career events with marketing and outreach

## SKILLS

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**Business** Product Management, Project Management, Data Analytics, Product Marketing, eCommerce, SaaS

**Product** Product Lifecycle/Roadmap, Agile, Scrum, User Research, Stakeholder Management, A/B Test, KPIs

**Software** JIRA, Confluence, Canva, Trello, Google Analytics, Figma, Tableau, Miro, Photoshop, ServiceNow

**Design** Design Thinking, User Experience Design, User Interface Design, Wireframing, Prototyping

**Technical** SQL, R, Python, Database

## EDUCATION

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### University of California, Riverside

09/2021-06/2023

**Master of Business Administration (MBA in Marketing) GPA: 3.7/4.0**

**Projects:** Digital Marketing Audit (Old Navy), Digital Marketing & IMC (Intuit), Advertising Plan & Marketing (Tesla)

### Gautam Buddha Technical University, India

08/2008-06/2012

**Bachelor of Technology (B.Tech. in Computer Science) GPA: 4.0/4.0**

## CERTIFICATIONS

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**Generative AI for Business Leaders**, LinkedIn Learning

06/2023

**Technical Product Management**, LinkedIn Learning

09/2022

**UX Research: Journey Mapping**, LinkedIn Learning

09/2022

## AWARDS

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- **Dean's Scholar**, UC, Riverside 2021
- **Global Competency Award**, Amdocs 2018
- **Product Innovation (THIGGLE)**, Amdocs 2017
- **Top Performer of the Quarter (Q2)**, Amdocs 2016